

### **SUMMARY ALERT FOR PAUL SPARKS:**

- The team determined that there was a number of websites that were geared toward student profiles and college admissions
- We asked ourselves what would make our website “disruptive” while incorporating the aspect of peer/mass collaboration while providing important info to our target market.
- We came up with a concept of a highly visual (less text) website and/or app that maps a high school student’s progress through the college admissions process, that provides suggested next steps through a trending feature, that allows students to access map of “friends” to show side by side progress and to engage in a competitive race to the “college admissions finish” line.
- We likened the website/app to the simplicity of a global positioning system (GPS) functioning more like a college positioning system (CPS)
- We determined that the website/app would be made more personal by students being able to access map designs based on them being a freshman, sophomore, junior, senior, or athlete heading toward a two-year or four-year college/university.
- We determined that there were a number of tools (combined) that mimic the type of functionality that the team would like to see. Examples are noted under the tools audition feature below. (Under assignment #3)

### **NEXT STEPS:**

- ✓ Divide the actions that each member of our team noted that high school students have to undertake into one of two groups: those actions that can be easily mapped and those actions that are better served as trending topics.
- ✓ Speak with Paul about what pro-bono resources we have available at Pepperdine to assist in creating an initial prototype?
- ✓ Further discuss what functionality we’d like to see on the basic prototype and how we create the website/app using the collective knowledge of our team first and outside collaborators second.